

Reaching At-Risk Populations Through the Internet

Sunday September 24, 2006

2006 USCA

Westin Diplomat Hotel

Hollywood, Florida

DEFINITIONS

CDC Risk Categories

At Risk is someone who

- is sexually active or uses injecting drugs in a high prevalence setting.

CDC Risk Categories

At High Risk is someone who

- had unprotected sex or shared injecting equipment in a high prevalence setting or with a person who is living with HIV.

CDC Risk Categories

At Very High Risk is someone who (within the past six months) has:

- had unprotected sex with a person who is living with HIV.
- had unprotected sex in exchange for money or drugs
- had multiple (greater than five) or anonymous unprotected sex or needle-sharing partners or,
- was diagnosed with a sexually transmitted infection (STI)

High Prevalence Setting

A High Prevalence Setting

- Is a geographic location or community with an HIV seroprevalence greater than or equal to one percent

Key Concepts

Assessment

Strategic Planning

Monitoring

Evaluation

Reporting

Tools

Logic Model

S.W.O.T

S.M.A.R.T Objectives

Designing Quality Services

Identify the target
population

Questions

- Who are the members of the target populations?
- What are the risks?

Designing Quality Services

Define the service

Questions

- What are the needs of the target population?
- What are the desired outcomes?
- What are the indicators of success?

BACK IT UP!

How were the answers to the previous questions determined?

Did the target population have any input?

Designing Quality Services

Develop service strategy

- Marketing/Branding
- Operations
- Monitoring Evaluating and Controlling

Questions

- Are the outcomes reasonable and measurable?
- What are the metrics?

Designing Quality Services

Develop service delivery
system

Seven Characteristics of a Well-Designed Service System

Each element of the service system is consistent with the organizational mission, vision and values.

Seven Characteristics of a Well-Designed Service System

The system is user-friendly.

Clients are able to access the services with ease: the systems and services are culturally, linguistically and age appropriate, services meet the client where they are.

Seven Characteristics of a Well-Designed Service System

The system is robust.

The system can withstand changes.

Seven Characteristics of a Well-Designed Service System

The system is structured so staff have the resources to achieve the goals and objectives.

Seven Characteristics of a Well-Designed Service System

The system provides effective links: between the back office and the front office so that nothing falls between the cracks and; the system is able to appropriately link clients to both internal and external providers, supporting access to a comprehensive continuum of services.

Seven Characteristics of a Well-Designed Service System

The quality controls are in place to enhance the the value of service delivery systems.

Seven Characteristics of a Well-Designed Service System

The system is cost-effective.

There is minimum waste of time and resources in delivering the service.

Mapping the Road to Success

- **Logic Model**
- **SWOT**
- **SMART Objectives**

Existing Conditions



Existing Conditions

Existing Conditions: Are contributing factors that put a population at risk, such as knowledge, attitudes, beliefs, behaviors, lack of skills, access, policies, and environmental conditions.

Existing Conditions



Problem Statement



Problem Statement

Problem Statement: Identifies the problem based on the existing conditions

Implementation

Inputs: Resources used in an intervention.

Activities: Services that the intervention provides to accomplish its objectives.

Outputs: Direct products or deliverables of the intervention.

Existing Conditions



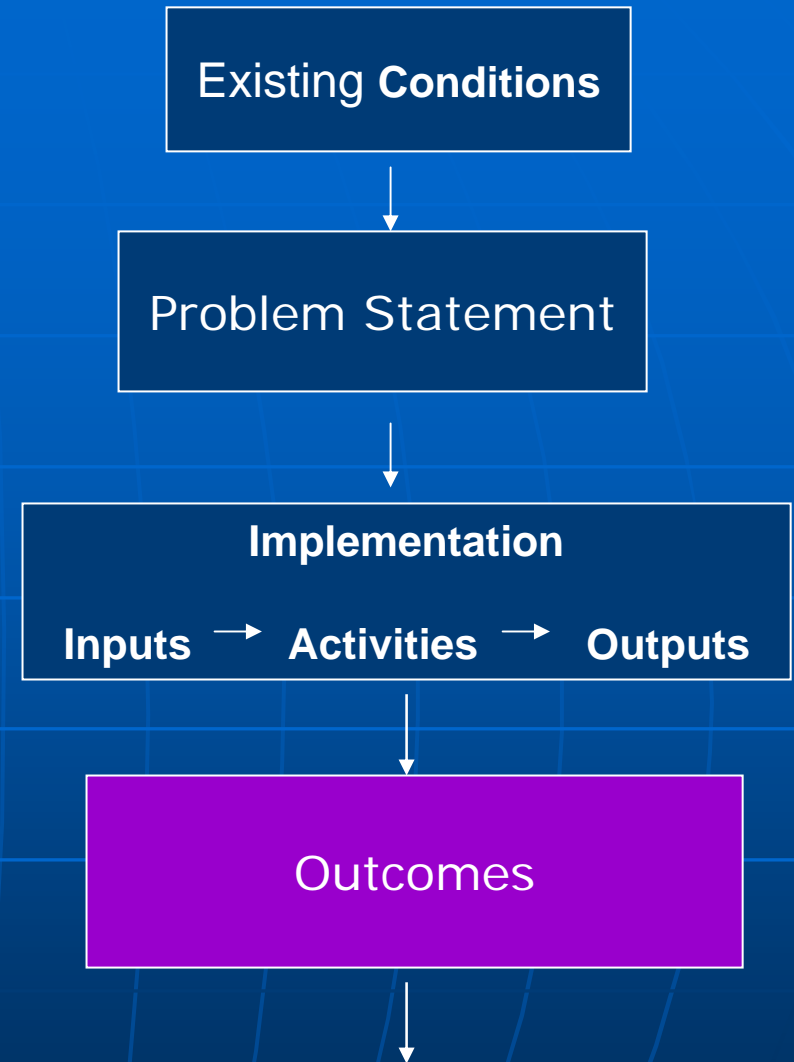
Problem Statement



Implementation



Outcomes

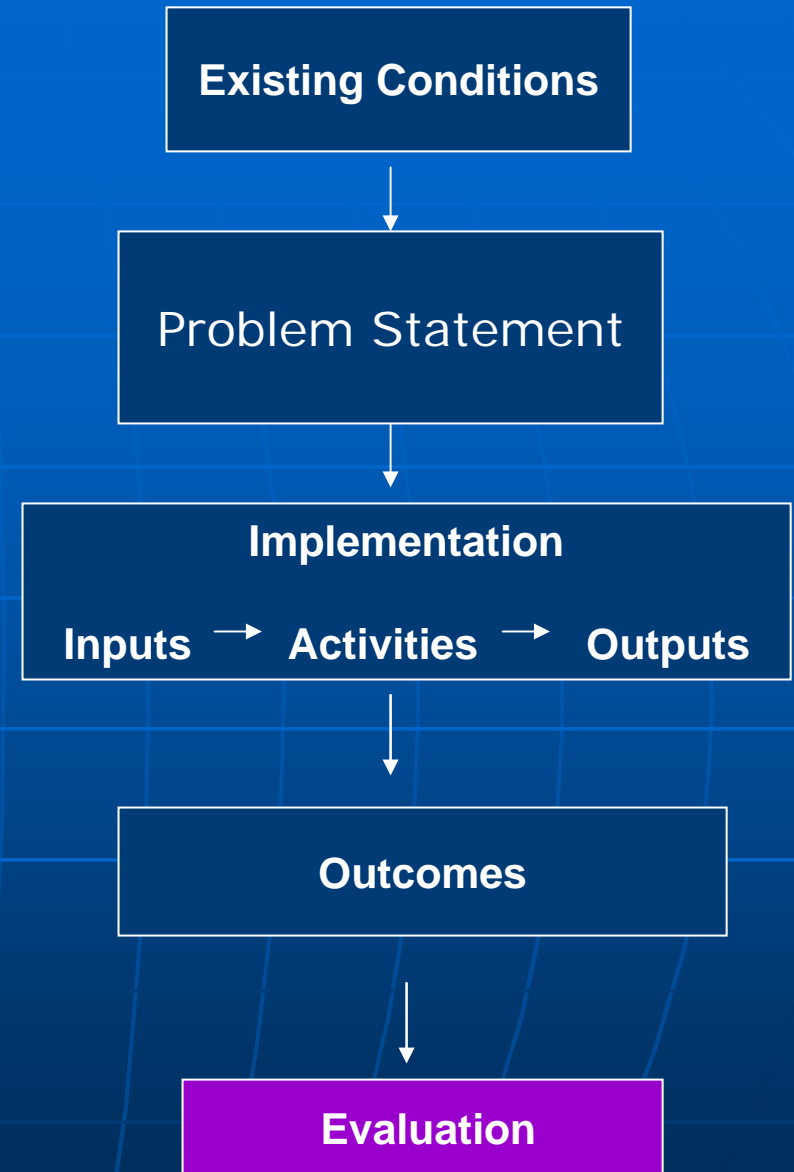


Immediate Outcomes: Immediate results of the intervention.

Intermediate Outcomes: Intervention results that occur some time after the intervention is completed.

Evaluation

Evaluation: Provides qualitative and quantitative data to determine the effectiveness of the implemented intervention.



Assessment

- Strengths (Internal)
- Weaknesses/Challenges (Internal)
- Opportunities (External)
- Threats (External)

SMART Objectives

Specific

Measurable

Achievable

Realistic and Relevant

Time-phased

The number one cause of program or organizational failure is the lack of capacity.

Your organization can build program outreach and communication capacity through the Internet.

Why the Internet

- Accessibility
- Affordability
- Anonymity
- Acceptability
- Approximation

Internet Outreach Manual, 2005; 1

- ORGANIZATION/INFRASTRUCTURE
- PROGRAM
- STAFF

PROGRAM

- Design Protocols
- Monitor
- Evaluation

Methods

- WEBSITE DESIGN
 - dissemination of information

Web Pages, Blogs, Banners etc.

CHATROOMS

- Group Level Intervention
- Individual Level Intervention

- INSTANT MESSAGING (IM's)
 - Individual Level Intervention

Protocols

Protocols provide guidance and ensure programmatic transparency.

How do you do what you do?

Desired Outcomes

Identify the desired change and the appropriate mode of communication, e.g. increase knowledge, identify/change attitudes, behaviors, beliefs.

RULES of THE ROAD

- Honesty
- Clarity
- Respect the Venue
- Honor Diversity
- Maintain Appropriate Boundaries

Internet Services

Can be implemented to enhance and support HIV Prevention Interventions and/or HIV Case Management.

Monitor and Evaluate

Program Designs must include rigorous monitoring and evaluation.

Monitor and Evaluate

The monitoring and evaluation tools should provide pertinent data that can be used by the service staff to increase the effectiveness of the service and support continued funding.

Evaluation

- Outcome
- Process
- Cost Effectiveness

Document

“If it’s not documented,
it didn’t happen.”

Report

“Publish or Perish!”

Questions & Comments

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